


**DTX 1197**  
**(USPS-ADS-0000529380)**  
**(Excerpt)**  
**(Redacted)**

 : All redactions proposed by  
the United States

 : Additional information  
covered by confidentiality  
objections of third parties

## ORDER / SOLICITATION / OFFER / AWARD

OFFEROR TO COMPLETE BLOCKS 13, 15, 21, 22, 24A and 27				1. REQUISITION NO. CR3407772		PAGE 1 OF 8	
2. CONTRACT/ORDER NO. 2ACCSR-22-C-0028		3. AWARD/EFFECTIVE DATE SEE BLOCK 28		4. MASTER CONTRACT NO. 2ACCSR-22-B-0002		5. SOLICITATION NO.	
7. For Information Call		A. NAME YU TE S. CHANG		B. TELEPHONE NO. 202 268 7481		C. FAX NO.	
6. ISSUED BY Advertising & Creative Services Professional & Technical Service CMC United States Postal Service 475 L'Enfant Plaza SW, Room 1520 Washington DC 20260-1520		CODE 2ACCSR		10. ACO CODE 2ACCSR		11. SOLICITATION METHOD <input type="checkbox"/> RFQ <input checked="" type="checkbox"/> RFP <input type="checkbox"/> ORAL	
EMAIL: YuTe.S.Chang@usps.gov						12. DELIVERY <input checked="" type="checkbox"/> FOB DESTINATION <input type="checkbox"/> FOB ORIGIN <input type="checkbox"/> SEE SCHEDULE	
13. SUPPLIER SUB: UNIVERSAL MCCANN WORLDWIDE INC UNIVERSAL MCCANN 8060 PO BOX 7247 PHILADELPHIA PA 191708060		CODE 000763858		14. BILLING ADDRESS *EINV COR-CO CERTIFY Please log onto to USPS Electronic Invoicing Portal at <a href="https://einvoice.usps.com">https://einvoice.usps.com</a> to submit all invoices electronically. Bill of Lading and/or Receiving Report Required		CODE *EINV COR-CO CERTIFY	
TELEPHONE:		FAX:					
EMAIL:							
15. REMITTANCE ADDRESS UNIVERSAL MCCANN WORLDWIDE INC UNIVERSAL MCCANN 8060 PO BOX 74003228 CHICAGO IL 606748228		CODE 00001		16. DELIVERY ADDRESS USPS ADVERTISING & PROMOTIONS 475 LENFANT PLZ SW RM 1019 WASHINGTON DC 202601019		CODE 183194	
TELEPHONE:		FAX:		TELEPHONE:		DELIVER BY/END DATE: 03/31/2023	
		<input type="checkbox"/> CHECK <input checked="" type="checkbox"/> EFT					

17. ITEM NO	18. SCHEDULE OF SUPPLIES AND SERVICES	19. QUANTITY	20. UNIT	21. UNIT PRICE	22. AMOUNT
Base Year 2.1	<p>This contract No. 2ACCSR-22-C-0028 (Contract) is by and between the United States Postal Service (USPS or the Postal Service), and Universal McCann(Supplier) governs the requirement for fulfilling the Postal Service's primary objective of obtaining support to UM Year 2.1 (the Services). Supplier will provide the Services to the USPS in accordance with the Statement of Work and the USPS Terms and Conditions.</p> <p>Continued ...</p>				

**EXHIBIT**  
*Kapniko*  
51  
 8-10-23 *BC*

23. TOTAL AWARD AMOUNT (USPS Use Only)		[REDACTED]	
24 A. PAYMENT DISCOUNT(S) OFFERED (Offeror to the above Solicitation)		24 B. PAYMENT DISCOUNT(S) AWARDED (USPS Use Only) NET15	
25. <input checked="" type="checkbox"/> The supplier is required to sign this document and return <u>1</u> copies to the issuing office. The supplier agrees, subject to the terms and conditions specified herein, to provide and deliver all items identified above and on any additional sheets.		26. <input type="checkbox"/> Award of Contract: Your offer on this solicitation is accepted as to item numbers:	
27. SUPPLIER (Name, Date, Signature)  E-SIGNED by Daniela Raggetti on 2022-04-04 15:38:35 CDT		28. UNITED STATES POSTAL SERVICE (CO's Name, Date, Signature)  E-SIGNED by KATIE WILLINS on 2022-04-05 09:01:18 CDT	

TITLE: GEO

TELEPHONE: 347-514-2311

EMAIL: Daniela.Raggetti@usps.gov

TITLE: Contracting Officer

TELEPHONE: [REDACTED]

EMAIL: katherine.willins@usps.gov

PS Form 8203 (July 2021)

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CONTINUATION SHEET				REQUISITION NO. CR3407772		PAGE OF 2 8	
CONTRACT/ORDER NO. 2ACCSR-22-C-0028		AWARD/ EFFECTIVE DATE SEE BLOCK 28		MASTER CONTRACT NO. 2ACCSR-22-B-0002		SOLICITATION NO. SOLICITATION ISSUE DATE	
17. ITEM NO	18. SCHEDULE OF SUPPLIES AND SERVICES	19. QUANTITY	20. UNIT	21. UNIT PRICE	22. AMOUNT		
	<p>Period of Performance: 4/1/2022 - 3/31/2023 USPS Contract Type: Firm Fixed Price</p> <p>The fixed labor rates are in accordance with the rates stated in Attachment 1 - TPP Contract Year 2.1. Supplier will provide services for a firm fixed price of [REDACTED] Invoices for 1/12th of the abovementioned firm fixed price will be submitted by the supplier in the amount of [REDACTED] to the USPS monthly. Line item 001 is for the out of pocket costs that the supplier may incur on behalf of the USPS in media purchases. The "not to exceed" amount for the out of pocket costs is [REDACTED] Funds will be used to reimburse the supplier for any necessary pass through costs. Line item 003 is for media buying fee associated with line item 001. Line item 004 is for travel required of and performed by the Supplier in direct performance of this Contract and will be reimbursed on a reasonable and actual basis per USPS per diem with no allowance for indirect costs or profit in accordance with USPS Handbook F-15. All travel must be approved in advanced in writing by the Contracting Officer's Representative (COR).</p> <p>Contracting Officer's Representative (COR) and primary contact for all technical and or operational matters: Brian Pasco 202) 268-3491 Brian.L.Pasco@usps.gov</p> <p>Invoices must be submitted in accordance with Clause 4-1, General Terms and Conditions (see USPS Terms and Conditions), Section g. All invoices will be processed through the USPS electronic invoicing system. All payments will be made in accordance with the USPS Terms and Conditions, Section 4-1, i. The USPS Contracting Officer may make administrative changes and order changes within the general scope of the contract as permitted by Clause 4-1 General Terms and Conditions, sub-section c. Changes.</p> <p>All terms and conditions for this task order are as per master contract 2ACCSR-22-B-0002. Continued ...</p>						

CONTINUATION SHEET

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CONTRACT/ORDER NO. 2ACCSR-22-C-0028	AWARD/ EFFECTIVE DATE SEE BLOCK 28	MASTER CONTRACT NO. 2ACCSR-22-B-0002	SOLICITATION NO.	SOLICITATION ISSUE DATE
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17. ITEM NO	18. SCHEDULE OF SUPPLIES AND SERVICES	19. QUANTITY	20. UNIT	21. UNIT PRICE	22. AMOUNT
	Accounting Info: BFN: 677830 Period of Performance: 04/01/2022 to 03/31/2023				
1	Media purchased on behalf of the Postal Service  Account Number: 52325  FOB: Destination				
2	Labor Account Number: 52325  FOB: Destination				
3	Media buying fee Account Number: 52325  FOB: Destination				
4	Travel Account Number: 52325  FOB: Destination				
	The total amount of award: The total amount for this award is				



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Highly Confidential

USPS-ADS-0000529389

## Purpose

To articulate the work for Contract Year 2022 (April 2022 through March 2023) that UM will do on behalf of the USPS, as we know it today. This scope will be reviewed quarterly and adjusted as needed.

## Key Assignments

The following table represents the key marketing efforts that UM will be involved with as well as a projection of the media channels and estimated budget associated with each effort.

Assumed Efforts	Assumed Media Channels	Assumed Media Spend (Excludes DM <sup>3</sup> )
<b>Equity Campaigns:</b> Two (2) campaigns, each with its own target: (i) Business Leaders and (ii) Consumers for Holiday. <ul style="list-style-type: none"> <li>Spring-Summer business Equity (Feb launch FY'22)</li> <li>Holiday Equity (OND '23)</li> </ul> Business Equity will include two components: <ul style="list-style-type: none"> <li>Support of Brand Equity campaign</li> <li>Incorporation and coordination with USPS Connect Rollout strategies (see below)</li> </ul>	<ul style="list-style-type: none"> <li>TV/Video</li> <li>Search</li> <li>Display<sup>1</sup></li> <li>Audio</li> <li>Print</li> <li>Custom Media</li> <li>Social</li> <li>OOH<sup>2</sup></li> <li>E-mail and Direct Mail<sup>3</sup></li> </ul>	<ul style="list-style-type: none"> <li>██████████</li> </ul>
<b>National Product Rollout:</b> USPS Connect: <ul style="list-style-type: none"> <li>National options include rotations within Brand Equity plans or incremental digital as areas launch with USPS capabilities</li> <li>Incremental media support in up to 15 key "heavy-up" markets</li> </ul>	<ul style="list-style-type: none"> <li>Search</li> <li>Display<sup>1</sup></li> <li>Audio</li> <li>Print</li> <li>Social</li> <li>OOH<sup>2</sup></li> <li>Direct Mail<sup>3</sup></li> </ul>	<ul style="list-style-type: none"> <li>Messaging rotations to be funded from Equity bucket</li> <li>Key markets: ██████████</li> </ul>
<b>Lead Gen &amp; Content Marketing:</b> Support for 11 products & services on a rolling basis with targeting against "smaller and larger" businesses and verticals: <ul style="list-style-type: none"> <li>Product and Services support (9)</li> <li>Content Marketing: 1</li> </ul>	<ul style="list-style-type: none"> <li>Search</li> <li>Display<sup>1</sup></li> <li>Print</li> <li>Social</li> <li>E-mail and Direct Mail<sup>3</sup></li> </ul>	<ul style="list-style-type: none"> <li>██████████</li> </ul>

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<p><b>National Corporate Priority Campaigns:</b> Support for up to two corporate awareness campaigns with specific traffic or educational objectives within a specific timeframe</p> <ul style="list-style-type: none"> <li>• <b>Recruitment:</b> Drive traffic to a USPS Careers destination and encourage applications as a part of pre-Holiday recruiting</li> <li>• <b>Vote by Mail:</b> Educate the public and provide information about USPS's role within the mail-in ballot process.</li> </ul>	<ul style="list-style-type: none"> <li>• Search</li> <li>• Display<sup>1</sup></li> <li>• Print</li> <li>• Audio</li> <li>• OOH<sup>2</sup></li> <li>• E-mail and Direct Mail<sup>3</sup></li> </ul>	<ul style="list-style-type: none"> <li>• [REDACTED] for Recruitment</li> <li>• TBD for VBM</li> </ul>
<p><b>National Postal Forum:</b> Support programs that bring attendees and/or attention to NPF may include a combination of the following:</p> <ul style="list-style-type: none"> <li>• IPG Media Lab support</li> <li>• OOH</li> <li>• On-site radio presence and content development</li> </ul>	<ul style="list-style-type: none"> <li>• Display<sup>1</sup></li> <li>• Social</li> <li>• Search</li> <li>• Audio</li> <li>• Custom Media</li> <li>• OOH</li> </ul>	<ul style="list-style-type: none"> <li>• [REDACTED]</li> </ul>
<p><b>Local Effort:</b> Support for one (1) local market tests or roll-out.</p> <p>Example:</p> <ul style="list-style-type: none"> <li>• Check Cashing</li> </ul> <p>Past/Other examples: PO Box, Passports, Go Post, Sunday Delivery, Courier Service, Career Recruitment, Grand Opening (SOPO)</p>	<ul style="list-style-type: none"> <li>• Search</li> <li>• Display<sup>1</sup></li> <li>• Print</li> <li>• Social</li> <li>• OOH<sup>2</sup></li> <li>• E-mail and Direct Mail<sup>3</sup></li> </ul>	<ul style="list-style-type: none"> <li>• [REDACTED]</li> </ul>
<p>Search efforts: Evergreen Search campaign and four (4) search-only campaigns:</p> <ul style="list-style-type: none"> <li>• Evergreen search, including efforts tied to equity campaigns</li> <li>• PLA's</li> <li>• Stamps</li> <li>• MC Consumer</li> <li>• Click-n-Ship</li> </ul>	<ul style="list-style-type: none"> <li>• Search</li> </ul>	<ul style="list-style-type: none"> <li>• [REDACTED]</li> </ul>
<p><b>Social-only efforts:</b> Up to two (2) social media efforts.</p> <p>Examples include:</p> <ul style="list-style-type: none"> <li>• Operation Santa</li> <li>• Natural Disasters</li> <li>• Valentine's Day</li> <li>• Mother's Day</li> <li>• Father's Day</li> <li>• MyMove</li> <li>• Individual Stamps</li> </ul>	<ul style="list-style-type: none"> <li>• Social</li> </ul>	<ul style="list-style-type: none"> <li>• [REDACTED]</li> </ul>

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<b>National Corporate Program:</b> Support one (1) program. Example: <ul style="list-style-type: none"> <li>Kids Letter Writing</li> </ul>	<ul style="list-style-type: none"> <li>Print</li> <li>Display<sup>1</sup></li> <li>Search</li> <li>Social</li> <li>Custom Media<sup>4</sup></li> <li>E-mail and Direct Mail<sup>3</sup></li> </ul>	<ul style="list-style-type: none"> <li>██████████</li> </ul>
<b>Additional Miscellaneous:</b> <ul style="list-style-type: none"> <li>Direct Mail / Advanced Addressable Direct Mail thought leadership</li> <li>Online placemat for Equity campaigns (2)</li> <li>Vetting strategic partnerships</li> <li>Media training events</li> <li>Support for sales conference</li> <li>Contracting trade sponsorships</li> <li>POVs, industry thought leadership on emerging trends and changing practices, etc.</li> </ul>	<ul style="list-style-type: none"> <li>NA</li> </ul>	<ul style="list-style-type: none"> <li>NA</li> </ul>
<b>Online Listings:</b> Work with media partner to maintain accuracy, and optimize value, of organic search listings	<ul style="list-style-type: none"> <li>Yext</li> </ul>	<ul style="list-style-type: none"> <li>██████████</li> </ul>
<b>Search Engine Optimization Services:</b> <ul style="list-style-type: none"> <li>Research</li> <li>Strategy</li> <li>Client Service &amp; Integration</li> </ul>	<ul style="list-style-type: none"> <li>NA</li> </ul>	<ul style="list-style-type: none"> <li>NA</li> </ul>
<b>Agency and Industry Conferences:</b> Pending 2022 COVID situation... <ul style="list-style-type: none"> <li>UM Summit: Agency will host (registration included) up to three clients, Executive Director and above, at our annual client summit</li> <li>Industry conferences: Coordination of registration and experience curation at events focused on branded content</li> </ul>	<ul style="list-style-type: none"> <li>NA</li> </ul>	<ul style="list-style-type: none"> <li>NA</li> </ul>

<sup>1</sup>Display includes both desktop and mobile as appropriate by campaign

<sup>2</sup>OOH planning is included in scope. As in prior years, this media will incur an incremental buying fee as noted in approved SSA

<sup>3</sup>Direct Mail and dedicated e-mail marketing are not executed nor budgeted by UM unless DM is executed through Matterkind DM offering with costs/fees to be determined

<sup>4</sup>Custom media considered in scope for one national corporate programs. If more are approved, this may require additional staff costs based on the timing and complexity of the program as well as what had been approved for other Custom programs considered in scope

#### Assumed Channel Allocation

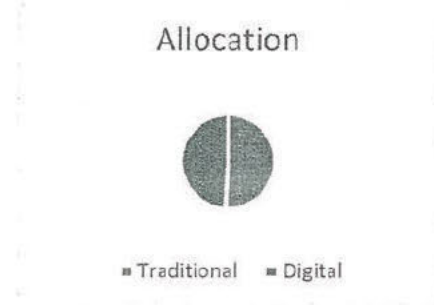
Based on preliminary look and TV Upfront, the estimated 2022 mix is ██████████ Digital ██████████ Traditional

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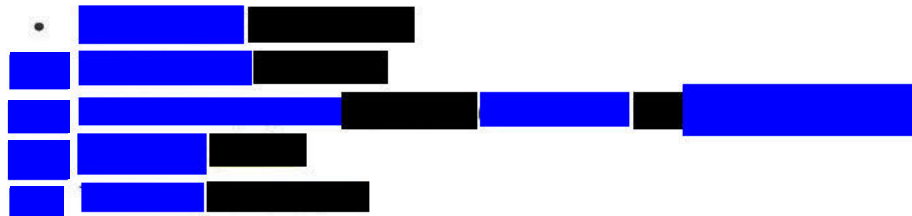
TV (Assumes all National) - [REDACTED]  
 Digital (Display/Video/Mobile/Audio) - [REDACTED]  
 Search / Online Listings - [REDACTED]  
 Print - [REDACTED]  
 Radio - [REDACTED]  
 Social - [REDACTED]  
 Digital COH - [REDACTED]



#### **Budget**

The overall budget for Contract Year 2022 is

Year 1 or 2.1 Projected Breakdown:



\*Labor Fee covers Studio work equal to Contract Year 2021. Additional programs may incur additional Studio fees.

#### **Key Work Activities Associated with Each Effort**

#### **Equity and Lead Gen Campaigns, National Rollout (USPS Connect) and National Corporate Priority Campaigns**

1. Planning and Strategy
  - a. Develop plans and update quarterly (as required)
  - b. Lead an integrated targeting workshop to develop and/or evolve consumer archetype(s) and High Value Audiences. Data sources used to build the HVAs include sources such as Acxiom, Simmons, Dunn & Bradstreet, Comscore, YouGov, NinthDecimal, Dynata and Numerator using proprietary tools such HVA Builder, Sandbox and Growth Accelerator. Work with USPS to refine and gain buy-in. Development and data costs for HVAs are charged separately from media costs.
  - c. Lead integrated objective setting workshop with agency partners, the output of which will be shared with USPS for feedback and alignment.
  - d. Incorporate strategic approach to Hispanic and African American targets (within Equity plans)
  - e. Develop a communications channel recommendation during the planning stage; work with USPS to refine and gain buy-in
  - f. Develop a budget recommendation for each plan if required

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- g. Work with cross-agency team to develop strategic platform that will guide media decisions and partnership ideas; work with USPS to refine and gain buy-in
  - h. Perform opportunity assessments for lead gen and content marketing campaigns, including audience size and seasonality
  - i. Develop a media plan blueprint that will articulate at a high level UM's recommended plan and work with USPS to refine and gain buy-in
  - j. Develop a media plan flowchart that defines activity by week throughout the year
  - k. Collaborate with MRM through marketing automation's evolution, in order to strategize the expansion to new channels and implementation solutions
2. Media Investment
- a. Build media investment strategy and recommend for 2022 plans as well as the 2022/2023 upfront
  - b. Develop a high level buying strategy and work with USPS to refine and gain buy-in
  - c. Provide sound recommendations for all media types to take advantage of the best marketplace investment strategies for delivering on USPS objectives
  - d. Perform ad-hoc analysis when necessary to evaluate opportunistic buying opportunities or to adjust the buy as needed based on business realities (ex. Incremental buys, ad-hoc requests, budget reductions, etc.)
3. Implement 2022 Equity, Lead Gen, USPS Connect and Recruitment Media Plans
- a. Work with media partners to negotiate buy, place orders, secure inventory
  - b. Ad Operations management (See miscellaneous)
  - c. Adjust inventory should timing change due to creative delays, product availability, etc.
  - d. Work with partners to implement custom programs and manage the development of custom media assets produced by media partners
  - e. Work with partners, where technologically feasible, to monitor execution for quality and safety
    - a. Fraud (e.g. IAS for display)
    - b. Brand safety (e.g. Open Slate),
    - c. Viewability standards (e.g. IAS)
  - f. Comply with privacy laws (e.g. CCPA)
4. Optimize planning and investment strategies by leveraging data such as:
- a. UM-proprietary media optimization tools (e.g. Improv for daypart optimization and Wearout Wizard, Growth Accelerator (formerly Moments tool) for delivery and flighting optimization, Media in Mind, etc.)
  - b. Conduct quarterly TV post buy analyses as well as year-end post-buy reports and ensure that make-goods or a make-up plan is put into place
  - c. Analytics (see Insights section)
    - i. Marketing Mix support. See Research and Insights section below
    - ii. Digital reporting for of tracking and optimization recommendations.

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